

## ABSTRACT OF THE DISCLOSURE

A system is provided for establishing a connection between a telephone agent and a computer user. A request is received from the user requesting a return call by an agent. The request is received through a web server and includes an identifier associated with the web page being viewed by the user. The identifier associated with the web page is transmitted to an agent that will contact the user. This allows the agent to view the web page that was being viewed by the user when the request was entered. A telephone connection is then established between the user and the agent. An agent can be selected based on the content of the web page being viewed by the user at the time the request for agent contact is entered. Additionally, for an incoming call, a web page can be generated that contains information about the incoming call. An identifier associated with the generated web page is transmitted to an agent that will answer the call. The agent then accesses the web page using the received identifier.